ORDER

KMGH

Orders

Order / Rev:	**187871**
Alt Order #:	
Product Desc:	American Petroleum Institute TARGET 2
Estimate:	3299
Flight Dates:	11/19/12 - 11/22/12
Original Date / Rev:	11/09/12 / 11/09/12
Order Type:	GENERAL
Primary AE:	David Lombardo
Sales Office:	EWSDC
Sales Region:	NAT

Agency

Name:	**Strategic Media**
Buying Contact:	
Billing Contact:	
	3299 K Street NW
	Washington, DC 20007
Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	**Issue/American Petroleum Institute**
Demographic:	A35+
Product Codes:	PL23-Issue/Prop
Priority:	PREEMPTIBLE
Revenue Codes:	POL, POL-ISSUE, Unassigned
New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	MAJ
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/22/12	8	$10,200.00	$8,670.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	8	$10,200.00	$8,670.00	0.00
Totals	8	$10,200.00	$8,670.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share	Share	Total
KMGH	20%	$10,200.00
Market	100%	$51,000.00

Competitive Share	Share	Total
CABLE	0%	$0.00
KBDI	0%	$0.00
KCEC	0%	$0.00
KCNC	20%	$10,200.00
KDEN+	0%	$0.00
KDVR+	15%	$7,650.00
KFCT	0%	$0.00
KMAS	0%	$0.00
KPXC	0%	$0.00
KRMA	0%	$0.00
KRMT	0%	$0.00
KTFD	0%	$0.00
KTVD	20%	$10,200.00
KUSA	25%	$12,750.00
KWGN	0%	$0.00
KWHD	0%	$0.00
KZCO	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	11/19/12	11/19/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	M------	:30	1	$2,000.00	P3	0.00	NM	1	$2,000.00
N 2	KMGH	11/20/12	11/22/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	-T-T---	:30	2	$700.00	P3	0.00	NM	2	$1,400.00
N 3	KMGH	11/21/12	11/22/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	--WT---	:30	2	$900.00	P3	0.00	NM	2	$1,800.00
N 4	KMGH	11/19/12	11/21/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	M-W----	:30	2	$1,000.00	P3	0.00	NM	2	$2,000.00
N 5	KMGH	11/21/12	11/21/12	6p-630p JEOPARDY (M- 6P-630P JEOPARDY (M-F)	CA	6P-630P	--W----	:30	1	$3,000.00	P1	0.00	NM	1	$3,000.00
												Totals		8	$10,200.00

Line week detail:

Line		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
N 1	Week:	11/19/12	11/25/12	M------	1	$2,000.00	0.00
N 2	Week:	11/19/12	11/25/12	-T-T---	2	$700.00	0.00
N 3	Week:	11/19/12	11/25/12	--WT---	2	$900.00	0.00
N 4	Week:	11/19/12	11/25/12	M-W----	2	$1,000.00	0.00
N 5	Week:	11/19/12	11/25/12	--W----	1	$3,000.00	0.00